What is claimed is:

1. A golf club head that is mountable on a golf club shaft, the golf club head comprising:

   a body having a face with a planar surface, the face having several slotted apertures that extend through the body of the club head, the slotted apertures being defined by several generally parallel, spaced-apart elongated spring members, each elongated spring member having ends and being of a length, the spring members having a varying stiffness along its length.

2. A golf club head according to claim 1 wherein at least one of said elongated spring members has a mid-portion with a lower stiffness.

3. A golf club head according to claim 1 wherein at least two of said elongated members are connected to one another at a location between the ends of each elongated spring member.

4. A golf club head according to claim 1 wherein said elongated members are supported from a pair of spaced-apart end supports, the pair of spaced-apart end supports being adapted for being mounted from said body.

5. An insert for use with a golf club head, the golf club head having an aperture theretrough, the insert comprising a pair of spaced-apart end supports that have been adapted for being supported from the aperture in the golf club head, and a plurality of elongated spring

members having ends, each of the elongated spring members extending between the spaced-apart end supports.

6. An insert according to claim 5 wherein said elongated spring members are of varying stiffness between the ends.

7. An insert according to claim 6 wherein at least two of said elongated spring members are connected to one another by at least one bridging connector connecting at least two of said elongated spring members to one another.

8. An insert according to claim 7 comprising at least two bridging connectors that are spaced apart from one another.

9. An insert according to claim 8 wherein said elongated spring members have an area of reduced stiffness between the ends of said elongated spring members and said bridging connectors are attached to said elongated spring members such that the area of reduced stiffness of each of said elongated spring members is between said bridging members.

10. A method for reducing drag and creating a sweet spot on golf club head that is mountable on a golf club shaft, the method comprising:

Providing a golf club head having a body having a face with a planar surface; and

creating at least two generally parallel slotted apertures that extend through the body of the club head, the slotted apertures being defined by several generally parallel, spaced-apart elongated spring members, each elongated spring member having ends and being of a length, each of the spring members having a varying stiffness along its length.

11. A method according to claim 1 wherein at least one of said elongated spring members has a mid-portion with a lower stiffness.

12. A method according to claim 1 wherein at least two of said elongated members are connected to one another at a location between the ends of each elongated spring member.

13. A method according to claim 1 wherein said elongated members are supported from a pair of spaced-apart end supports, the pair of spaced-apart end supports being adapted for being mounted from said body.